



THE KNOWLEDGE REPORT

Sach Honge Sapne

A digital initiative
to build
21st century skills



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HEAD HELD HIGH FOUNDATION

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Sach Honge Sapne

A DIGITAL INITIATIVE TO BUILD 21ST CENTURY SKILLS

Introduction

Head Held High Foundation in partnership with UNDP facilitated an online career guidance, counselling, and job readiness/soft skills program to support government school/college/ITI/ Vocational Training Centers youth with special focus on vulnerable and marginalized youth to enable them to make informed career choices and make them aware about available employment opportunities.

Objective

The project focussed on strengthening the delivery of career skills, counselling, and access to information regarding employment, job readiness, higher/vocational education, social security schemes and scholarship opportunities available specially for the marginalized young people. 49 online sessions have been delivered using a dedicated YouTube Channel Sach Honge Sapne and Facebook. Interactive online sessions have allowed youth from 6 states to provide feedback, and further connect for individual counselling and awareness for 8446 youth.

Programme Design

THE INFORMATION WAS DELIVERED PRIMARILY IN TWO WAYS

01

Online delivery of career guidance, counselling, and job readiness sessions

These consist of pre-recorded videos / interviews distributed through online platforms like YouTube / Facebook / LinkedIn. The sessions are interactive, allowing youth to provide feedback, as well as register for a chance to receive individual counselling from a career guide.

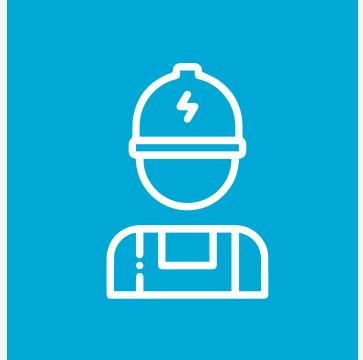
To highlight the experiences, qualifications, challenges, relevance, and opportunities related to their sector/industry. These sessions provided an in-depth and practical insight into industries and sectors in the context of COVID-19 and were designed keeping in mind the needs of the marginalised youth.

02

Individual and Wholesome Support to 7000 youth

The individual counselling sessions have been designed to equip youth with information and resources to become self-directed career managers. These one-on-one sessions addressed the information asymmetry regarding opportunities in the target group while also providing tools for building confidence and confronting their fear of failure.

SACH HONGE SAPNE SERIES FOR 100,000 YOUTH



Industry & Sector Experts

To highlight the experiences, qualifications, challenges, relevance, and opportunities related to their sector/industry. These sessions provided an in-depth and practical insight into industries and sectors in the context of COVID-19 and were designed keeping in mind the needs of the marginalised youth.

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THE CORE ETHOS OF THE CONTENT

Inclusion of women and people with disability

Relevant to the effects of COVID-19 across the education and employment sectors

Simple and easy follow content with DIY tips

New age to keep pace with the current outlook of the youth to pursue out of the box career



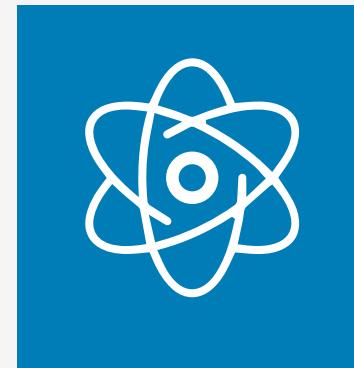
Soft Skill-based Sessions

Although soft-skills are a running theme across all modules, these specific sessions highlighted the most important and relevant skills that youth need to develop to become employable, especially in the context of COVID-19. Soft skills are also one of the most inaccessible skills for marginalised youth. Therefore, these sessions are curated to enable them to excel as a professional in their chosen career pathway.



Job Readiness Sessions

These sessions were designed to enable access to relevant and reliable platforms and opportunities in order to upskill themselves, seek social welfare schemes and scholarships, understand interview etiquette, and build compelling resumes, among other job-readiness themes.



Counselling sessions

These sessions were curated to cover some generic counselling topics and made available to all youth attending the sessions. The session delivered information regarding mental barriers related to emotional intelligence, resilience, fear of failure and career ownership and the importance of seeking career guidance and counselling. A specific session on social welfare schemes youth focussed on schemes to support education, employment, and entrepreneurship especially for marginalised youth in the context of COVID-19.



Entrepreneurship sessions

These sessions covered essential information related to making a choice to be an entrepreneur, entrepreneurial skills and traits including -personal skills business skills, sector skills, business planning, start-up funding and business development support (non-financial support).



Zara Hatke sessions

The sessions covered off-beat and innovation-driven career options that today's youth might find appealing. These sessions have been conducted with people who have chosen innovative methods to explore their careers and have paved the way for innovation in India. Additionally, these sessions give youth an insight into the future of employment through topics like Gig Economy & Artisan & Craft entrepreneurship, exploring foodpreneurship and social entrepreneurship.

“ Sach Honge Sapne helped me to set my goals and make a career decision. I want to become a teacher and after watching the video on ‘careers in education sector’, I got to know about the qualification and skills I need to become a teacher. Thanks to my counsellor Rekha she told me about the Nursery Teacher Training Course since I love small children.

- RADHA, 20 YEARS, GULBARGA, KARNATAKA

Programme Deliverables

The table below is a snapshot of the program deliverables and outcomes achieved between Aug - Dec 2020.

DELIVERABLE	OUTCOMES
Mobilize 100,000 youth & adolescents from 6 states with specific focus on marginalized & vulnerable section	117, 643 youth have accessed online sessions
Delivery of 40 online sessions to 100,000 youth by minimum 10 industry sector experts, at least 2 professional counsellors & 5-6 industry associations & chambers	49 career guidance & counselling sessions to address career related needs of age group 15 to 24 years. 25% content delivered in regional languages
Individual Support to 7000 youth & adolescents	8446 youth received career related awareness & support through tele-calling and/or messages
A mechanism built for measuring the outreach & capturing youth feedback & follow up	7600 feedbacks documented and analysed for programme learning

HIGHLIGHTS	DELIVERABLES
33 29 videos in Hindi/English	Mobilize 100,000 youth & adolescents from 6 states with specific focus on marginalized & vulnerable section
16 Videos in regional languages	Delivery of 40 online sessions to 100,000 youth by minimum 10 industry sector experts, at least 2 professional counsellors & 5-6 industry associations & chambers
1900+ Channel Subscribers	Individual Support to 7000 youth & adolescents
42 Skills and sector experts	A mechanism built for measuring the outreach & capturing youth feedback & follow up
15+ 15+ sectors covered	
100,000+ Unique views	

Head Held High Foundation

Head Held High Foundation (HHH) is a Bengaluru based registered not for profit organization. HHH is inspired by the notion of a **world of abundance – a world where there is no lack, no poverty.**

We believe that everyone can and must contribute to make this dream come true. Head Held High, as the name suggests,

stands for human dignity. Head Held High's vision is a world of abundance, in which poverty has no place.

HHH focuses on initiatives for **poverty eradication through transformation** in ways that can scale and can be sustainable. Our initiatives are as described below:

01

MAKE INDIA CAPABLE (MIC)

for transforming youth with little or no schooling – from rural communities, the poorest of families, the most marginalized communities, and mostly girls, into English-speaking, digitally literate confident professionals! Through this program we catalyze sustainable economic pathways for youth to education, skilling & life skills, career and future ready guidance, mentoring, sector-based exposure, & peer networks.

02

ANTARPRERANA CENTERS

in rural areas drive community-based mass entrepreneurship for economic empowerment primarily women. The model mobilizes, trains rural poor women, and provides market access for products produced. We have our collective enterprise operational in Karnataka, Maharashtra, and Odisha.

03

GLOBAL ACTION ON POVERTY (GAP)

amplifies the impact of social changemakers through collective ideas, strengths, capabilities through a platform that connects them to partners and resources.

21st century skills

India has the world's largest youth population, with 333 million people between the ages of 10 and 24. However, young people are currently unable to tap into their true potential and build their skills to become healthy and productive lifelong learners. A recent study about career aspirations of youth in India conducted by UNICEF clearly indicates that youth in India face an apparent skill-gap due to inadequate education systems, limited safe spaces for expression, fear of failure, lack of supportive ecosystems and lack of role models.

Sach Honge Sapne aims to precisely address these gaps and enable young people to build 21st century skills through the platform and one-one-one counselling. The speakers of the web series and the sessions were carefully curated to communicate the importance of 21st century skills like communication, confidence, empathy while also providing young people with the appropriate tools and frameworks to develop these skills. Also known as transferable skills, 21st century skills are key to enabling young people to become agile, adaptive learners and citizens equipped to navigate personal, academic, social, and economic challenges.

Historically, academicians, researchers and policymakers in India and internationally have cited evidence and the need for a focus on 21st Century skills through various media. The Kothari Commission, in 1964 cited four core focus areas of education in its report to the Minister of Education in India, one of them being "Developing social, moral and spiritual values". Additionally, in 1992 the National Policy of Education, India (NPE) and its Programme of Action envisaged that some job-oriented degree courses, as well as skill-oriented courses, should be made for promoting human capital in the state as well as in the nation.

Internationally, "The Treasure Within", one of the oldest documents around the purpose of 21st century education coming out of the The UNESCO Delors Commission 1996, has put greater emphasis on learning to live together, i.e., developing an understanding of others and their history, traditions and, on this basis, creating a new spirit which, guided by recognition of our growing interdependence and a common analysis of the risks and challenges of the future. These skills today are better known as critical thinking and empathy.

Implementation and Mobilization Strategy

PROGRAMME IMPLEMENTATION STRATEGY

The online sessions provided the youth contextual and relevant information and resources related to their career choices, equip them with information to prepare them to enter the job/employment markets, soft skills to help them improve their employability and counselling for some core aspects related to local opportunities, addressing career related queries and welfare related linkages. The content created for this project has reached over 115,000 youth across 6 states and is available as open source on the Sach Honge Sapne Youtube Channel. The Hindi playlist of the sessions has been recently uploaded to the Haryana State Skill Development and Industrial Training Department.

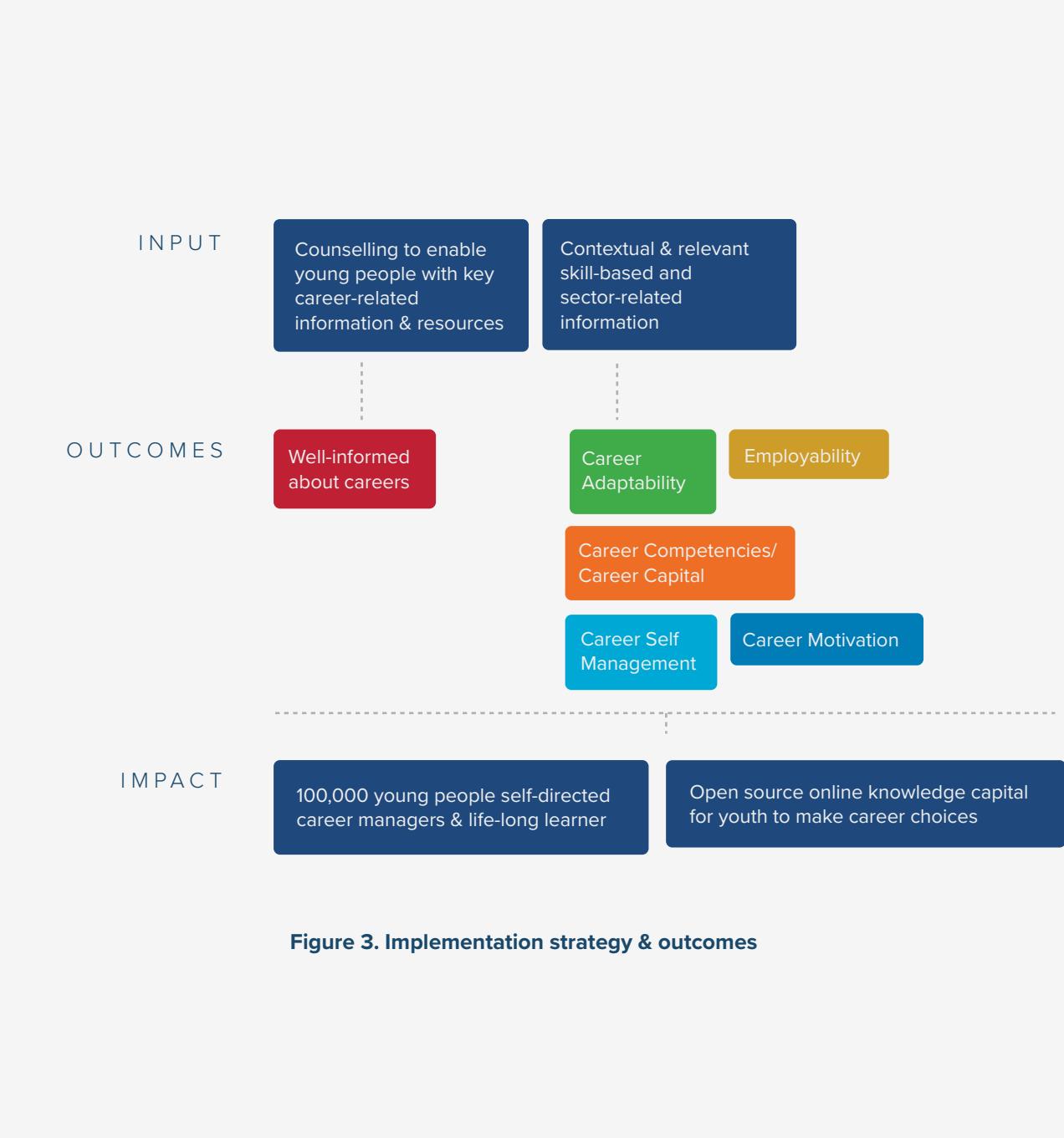


Figure 3. Implementation strategy & outcomes

Programme Partners

ABOUT GAME

HHH partnered with GAME and Labhya foundation for this program, where HHH is the primary partner.

GAME stands for Global Alliance for Mass Entrepreneurship, established in 2018, GAME has set an ambitious target for the micro entrepreneurship ecosystem to create 10 million mass entrepreneurs, 50% of whom are women, by 2030. The outcomes of GAME follow a continuum, starting from the desire to become an entrepreneur (aspiration) to scaling solopreneurship / micro-entrepreneurship to mass entrepreneurship with an active gender lens across this journey.

GAME is different by design and enables the mass-entrepreneurship ecosystem to learn, collaborate, crowd-in funding to help scale what works. GAME supported HHH, in accessing experts and mentors for the sessions.

ABOUT LABHYA FOUNDATION

Labhya Foundation enables children from low socio-economic backgrounds with necessary social & emotional skills to cope with the ill-effects of poverty and become lifelong learners. Labhya achieves its vision by partnering with governments, multilateral organizations & nonprofits to co-create scalable & contextual SEL programs for vulnerable children across public education systems. Labhya provides end-to-end support to its partners. Our support includes curriculum, teacher capacity building, monitoring & evaluation, and a comprehensive plan to effectively mobilize & capacitate existing resources.

Currently, Labhya has co-created & is ensuring effective implementation of the world's largest & India's first SEL interventions namely 'Happiness Curriculum' & 'Anandam Pathyacharya' with Governments of Delhi & Uttarakhand, respectively. We impact 2 Million+ vulnerable children across 2 states through our government partnerships. Additionally, we impact 500k+ vulnerable children through our partnerships with multilateral organizations & nonprofits.

Mobilization Strategy

Online mobilization

A Key task under the scope of the project was to mobilize 100,000 youth from 6 states to view the online sessions. Due to the current COVID-19 pandemic thrust was to mobilize the youth using online channels. 80% of the youth mobilization have been done through online mobilization using social media platforms like – YouTube, Facebook, Instagram, Twitter, and LinkedIn. There are two focus areas for the online mobilization:

01

DIGITAL OUTREACH

to reach out to a wider youth population across the 6 states (4-5 crore) to ensure 100,000 youth view the sessions.

02

AWARENESS

for spreading information regarding the online sessions HHH used a Call to Action through social media posts across platforms.

'Sach Honge Sapne' series – a unique identity for the online sessions

Strategizing days and time for the session to keep the audience engaged and informed, this was done through the digital analysis of viewership over different time slots. Highest viewership was recorded for timeslots between 6-7pm.

Launch of **Facebook lead campaign** for viewership at initial phase to collect data of interested youth and making them online ready

AdWords campaign launched after every session to gain new followers and increased outreach of the videos

Call to Action implemented at the end of every sessions by the host & providing link in the description for feed back

Trailer videos in Hindi and English about the project to spread awareness through YouTube and Facebook Ads

Meta tags optimized for every video, Facebook posts & Instagram for wider outreach

3rd party tools such as one stream live to live stream the prerecorded videos on YouTube, Facebook

A dedicated **YouTube channel and social media pages** for 'Sach Honge Sapne'

Bringing **hot leads** under one roof (WhatsApp group) to feed information about the upcoming events and creating excitement

Community mobilization

Community mobilization: To address the digital divide 20% mobilization was done through on ground efforts involving the information kiosks at the HHH centers across the 6 states. This ensured vulnerable, marginalised youth, school dropouts and those without a digital footprint attend the sessions. Images below are from HHH centers of youth viewing the sessions.

HHH has utilized its massive community connect across the 6 states to implement this program. With 80 centers spread across Delhi, Haryana, Uttar Pradesh, Maharashtra, Karnataka, and Telangana. HHH used its expertise of working with youth from rural – poor households and connect them to information and knowledge resources related to skills and sectors through the Sach Honge Sapne online platform. The platform has helped the youth in - improving their knowledge about different career options, skills required, connect them to relevant skilling channels through phone and social media platforms and receive individual support through tele-calling or messages.



Targeted Youth Numbers & Demographics

Over 100,000 youth in the age group of 15-24 years have been mobilized for the viewership of the online sessions on career guidance, counselling, and readiness.

Other major mobilization categories were school dropouts, youth in low-income schools, government schools and colleges and youth in ITI / Vocational Training Centers.

Over 8400 youth have been reached out for one-on-one counselling. Focus was to provide support to the marginalised youth and those who have faced disruption in their education and employment due to COVID-19.

Specific focus on mobilization and engagement of youth from vulnerable and marginalized sections like- tribal, SC/ST, minority.

Onboarding of Experts

For the delivery of information on skills, sectors, guidance and entrepreneurship through the online sessions, experts were carefully selected keeping in mind the core ethos of inclusion, simplicity, relevance, and new age information. Out of the 42 experts onboarded to deliver the sessions 17 were females. The process and criteria for onboarding the expert involved:

Thorough look at the profile and expertise of the expert

Preparation of a draft script, orientation, and dry run before the recording

Ease of delivering content through digital medium

Ability and knowledge to talk about the various segments within the sector

Knowledge about the various job roles (entry level & advanced) within the sector

Ability to talk about the challenges in the sector and bust some looming myths

Knowledge about soft skills and qualifications required for the sector

Ability to talk in local language and keeping the content simple and to the point

For all the sessions, experts have contributed immensely with content, resources, and editing. A consensus was sought from the expert on the video before uploading it to the Sach Honge Sapne YouTube Channel.

Launch of ‘Sach Honge Sapne’

On August 12, 2020 Sach Honge Sapne was launched with a panel discussion on “Reimagining Youth Employability in COVID-19”. The purpose was to initiate a dialogue around career choices, information regarding various career options and skills that help youth to become employable. Panel experts deliberated on the current context of COVID-19 when youth is already facing multiple challenges with reference to their education and employment, scale of efforts to be made to create knowledge resources which help the youth to get information, resources, data, and linkages to counselling support to resolve queries and fears.

The panelist for the launch were Amit Kumar Pandey (UNDP), Madan Padaki (HHH), Nidhi Pundir (HCL Foundation), Aparna Bijapurkar (Boston Consulting Group) and Mayura Balasubramanian (Craftizen Foundation). The panel was moderated by Richa Gupta, Co-founder of Labhya Foundation.



Theory behind the curriculum and its relevance in COVID 19

Sach Honge Sapne's content framework is driven by the need for 21st century skills among the youth of India and is informed by the context of vulnerable youth. Added to this, Sach Honge Sapne's program approach is rooted in the urgency to respond to the shrinking career opportunities for youth during the COVID 19 Pandemic.

Young people in India face two kinds of challenges when it comes to career development and skill building.

Keeping these challenges in mind, Sach Honge Sapne was designed with an approach to holistically tackle the career-related challenges that youth are facing by :

Lack of access to career-related information

A study in 2016 revealed that most of the rural underprivileged youth (96%) had never accessed professional career guidance services or sought any form of career support. Only six out of 150 youth (4%) had accessed at least some form of career guidance/support. Additionally, most of these youth self-reported not knowing enough about career options or fields.

Social and emotional challenges

India's youth face various social and emotional challenges like lack of financial resources, perceived limitations in career options due to lack of proficiency in English language, limited family support, fear of failure, low self-confidence, stigma around vocational work, family responsibilities and so on. These challenges are amplified due to difficulties in moving out of their villages, and limited experience as a result of living in rural areas.

Providing contextual & relevant skill-based and sector-related Information
through the online platform with sector experts

Enabling young people with key career-related mindsets & resources through **counselling sessions** on the online platform with HHH's expert counsellors

Providing contextual support at a granular level through **one-on-one career guidance** & counselling by HHH's expert counsellors

Overall Outcomes of the Programme

Participants will be able to develop employment / entrepreneurship-related soft skills

Participants will become aware of relevant skills, experiences, and exposures necessary to enter and excel in specific industries

Participants will be able to make informed career choices based on their strengths and educational backgrounds

Participants will become proficient in CV-building, interview skills, email-writing, financial planning, negotiation, service orientation, decision-making, people management, problem solving, emotional intelligence & personal branding etc.

Participants will become aware of the scope of various industries in context of COVID-19

Participants will become aware of the skills, mindsets and resources needed to become self-directed career managers

Individual Counselling

Counselling Framework

Information clubbed with capacity building around four major career-management resources can enable young people to tackle the career-related challenges that they are facing in the long-term, in a self-directed manner:

CAREER MANAGEMENT RESOURCES

Human capital resources: One's ability to meet the performance expectations for a given occupation. Example components: transferable skills, occupational knowledge etc

Social Resources: The goodwill available to individuals or groups. Example components: Mentors, development networks, relationship support etc

Psychological resources: The positive psychological traits and states, such as the cognitions and motivations inherent in a person. Example components: Optimism, hope, resilience etc

Career identity resources: One's conscious awareness of oneself as a worker, of one's occupational interests, abilities and goals and values. Example components: Self-concept clarity, goal clarity etc

These resources can be built on through the following competencies:

Career Adaptability: One's attitudes, behaviours, and competencies that individuals use in fitting themselves to work that suits them

Employability: ability to keep the job one has or to get the job one desires, consisting of skills and behaviours that contribute to effective performance

Career Self-Management: the process by which individuals collect information about values, interests, and skill strengths and weaknesses, identify a career goal, and engage in career strategies

Career Competencies/Career Capital:

Three basic career competencies or 'ways of knowing' knowing how (career-relevant skills and job-related knowledge), knowing why (motivation, personal meaning, and identification) and knowing whom (career-related networks)

Career motivation: the set of individual characteristics and associated career decisions and behaviours that reflect the person's career identity, insight into factors affecting his or her career, and resilience in the face of unfavourable career condition

Process of Engagement

Participants fill in a Google form and send in their career and soft skills-related queries. The Google form will categorise the participants according to their four resource-based needs & Information-centric needs

HHH counsellors will reach out to the form respondents & address their queries and needs by providing them with personalised information and guidance

Form respondents fill up the Wellbeing / Feedback form

Counseling Process

THE 6-STEP PROCESS INVOLVED

01. SETTING NORMS

Hi!

My name is Rekha. I will be your career guide today. Based on the information you give to me; I hope I will be able to give you the appropriate information and guidance so that you can make an informed career decision.

You can openly ask me any career-related questions and also if you have any career-related fears that you would like to discuss with me. Do not be afraid, I am here to help you.

Let us get started!

02. VERIFY

Name, Age, Place of living

03. ASK

Knowing What - What do you want to make a career in? Any vague idea?

Knowing How - What are your academic qualifications? Any skills?

Knowing Whom - are you being mentored/guided by someone? Some senior or professor?

Knowing Why - Where do you see yourself in the next 5 years?

What are some things you think you are good at? Your strengths?

04. ASSES

What is your question?

1. Job Readiness
2. Soft Skills
3. Counselling
4. Sector related information (National/State sector specific sessions)

05. INFORM

Look at the digital snapshot and provide information/direct them to resources. Provide General Advice:

1. Fear of Failure - You are such a great communicator; you will make an excellent _____. Try to meet as many professionals in your area of work as possible. Get someone in that profession to mentor you.

2. Lifelong Learning - COVID19 is a difficult time, you need to explore more careers and options. Head to the NSDC website to know more about how you can upskill yourself

3. Resilience - There are multiple opportunities in your sector of choice, as you may have seen in the video. You must develop <soft skills mentioned by experts> in the next few months. This clubbed with your <strengths mentioned by youth or observed by you> and your <support mentioned by youth> will help you reach your aim of becoming a <goal mentioned by youth>. You need to keep trying and believe in yourself.

06. GUIDE

1. You will now receive a text along with a form. Please fill it so we can contact you further as well and support you!
2. Send information via text message.

“ The video on ‘how to overcome the fear of failure’ helped me to face my fears related to career and education. Because I failed twice in 12th standard board exams, I always felt I cannot have a career. I have a gap of 6 years in my education. The video helped me to understand the value of hard work and not give up even if I fail. I will keep trying to work hard in the subjects I am not good at like English and Social Studies and appear for 12th exams through NIOS next year”.

- AMRINA, 25 YEARS, KAMAREDDY, TELANGANA

Data Analysis Basis the Individual Counselling

8446 youth were provided one on one counselling between September to December 2020. The data snapshots below specifically bring out:

1. Month wise counselling's
2. State wise distribution
3. Gender distribution
4. Age split
5. Educational qualification of the youth
6. Social categories
7. Area of living
8. Type of counselling
9. Medium of counselling

01
Total Counselling & Month wise Split

TOTAL SESSIONS - 8446

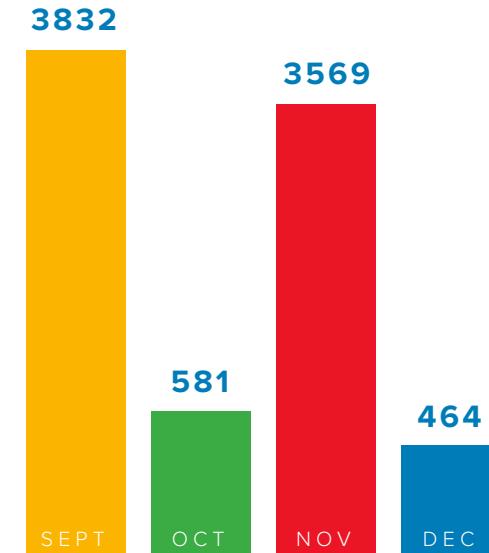


Figure 4. Total Counselling and monthly distribution

0.2

State wise Distribution of Individual Counselling

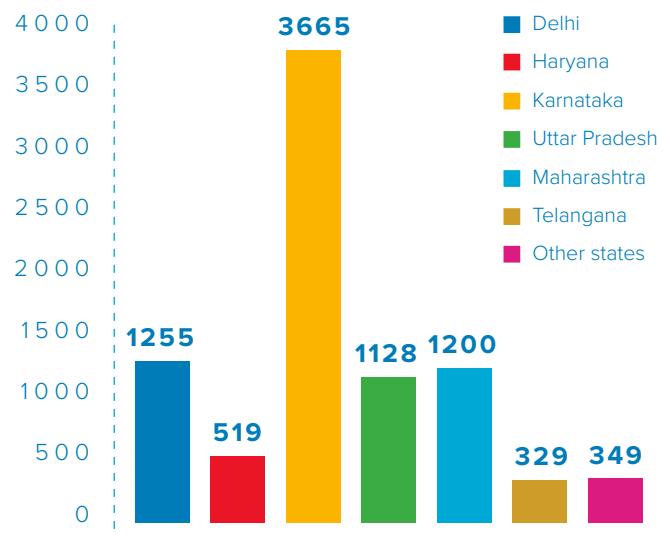


Figure 5. State wise distribution of counselling's

Counselling data has been collated from states under consideration for the project. Karnataka has the highest number of counselling; this is an organic growth of numbers from the start of the program.

0.3

Gender Distribution & Age Split

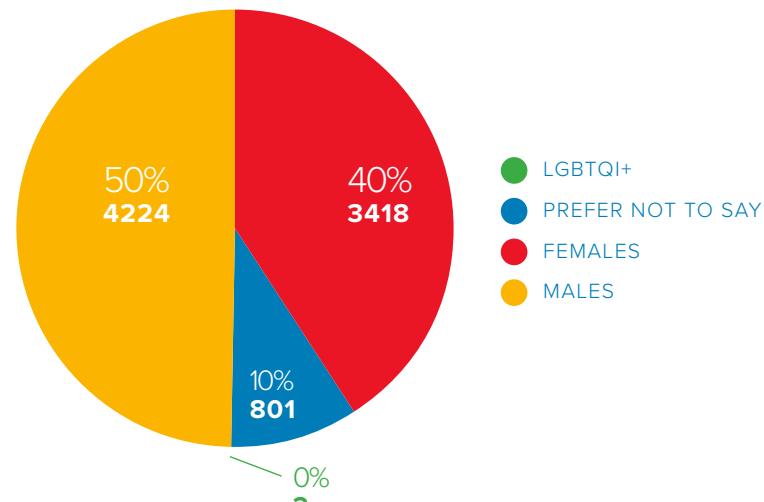


Figure 6. Gender distribution

The gender distribution for individual counselling shows a 10% difference between males and females. There were 10% young people who chose not to share their gender and about 2% who identified themselves as LGBTQI+. The average age of males seeking individual support is 21 years and average age for girls is 20.6 years.

The graph below is a representation of young people across age brackets who sought individual support. 97% (8187) were in the age group of 15-25 years and approximately 3% above 25 years.

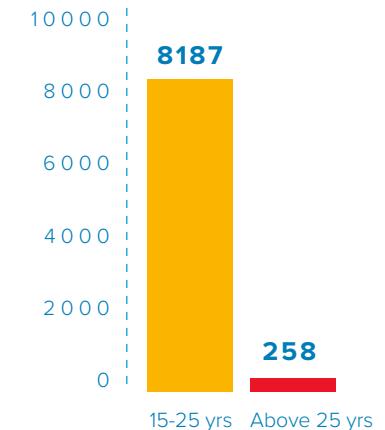


Figure 7. Age distribution

Educational Qualification

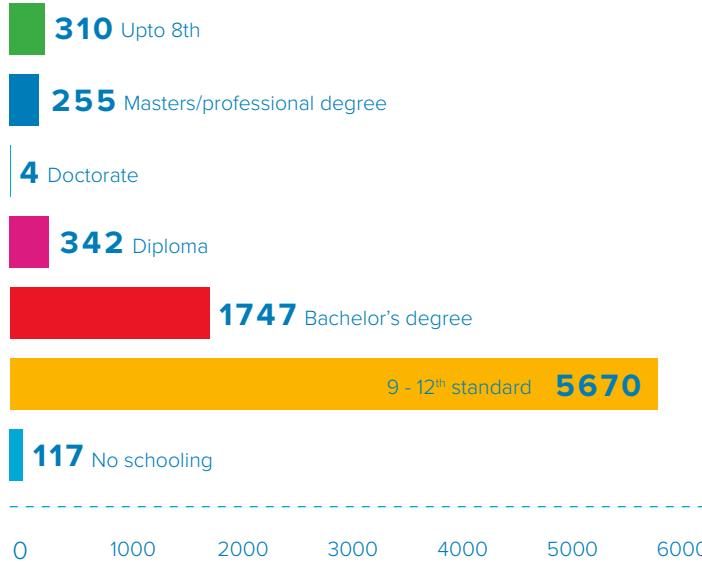


Figure 8. Educational qualification split

The highest number of young people who sought individual counselling are those in standard 9th to 12th highlighting the need of the young people to have access to career guidance and counseling early to make informed choices about what subjects or course to pursue in order to choose a career path.

Social Categories

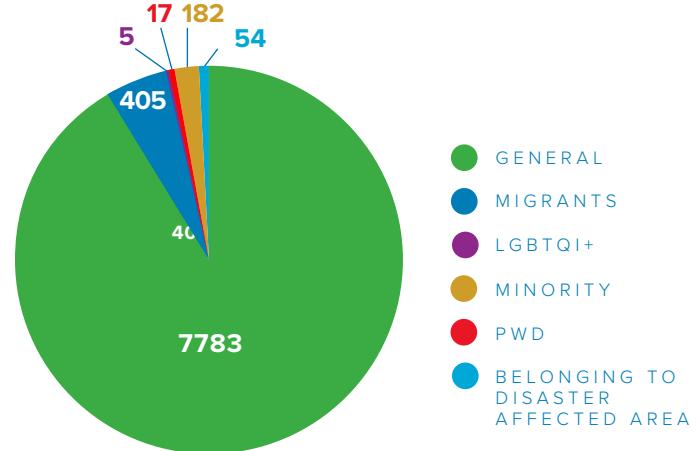


Figure 9. Social categories covered during counselling's

Out of the 8446-youth provided individual counselling over 92% youth belong to the general category or did not confirm to belong to a specific social category. Of 405 young people who mentioned their status as migrants – 184 were females, 195 males and 26 preferred not to share their gender. Out of 405 379 reside in a metropolitan city. 174 migrant youth were provided information regarding social security schemes for education, food security and employment. Most sought after guidance (318 out of 405) was for job readiness covering topics like – resume building and preparing for an interview. Of the 405, 187 youth were provided guidance and information regarding entrepreneurship.

“ My family migrated to Maharashtra from Palghar 2 years back. I work in a big outlet as a salesgirl in Mumbai. I want to become a beautician; I saw the video about beauty and wellness on Sach Honge Sapne and filled the form. I got a call from Vaishali (tele-caller), she spoke to me in Marathi, it was easy for me to talk to her. She gave me a lot of information about courses that I can do and also connected me to a local training center. I joined the course in Nov and go for my classes from 6-8pm. I am finally doing what I want”.

- ANKITA JAYARAM, 21 YEARS, MUMBAI, MAHARASHTRA

Area of Living

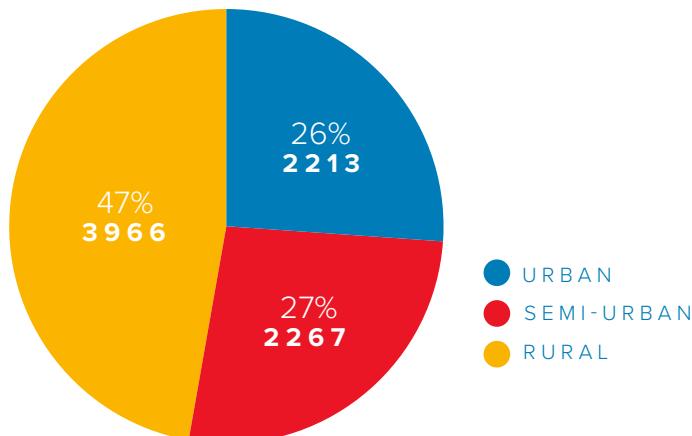


Fig. 10. Area of living of youth provided individual counselling

One of the major achievements of Sach Honge Sapne is its reach to the rural youth. 47% (3966) youth from rural areas were provided individual counselling. Another 27% (2267) belonged to semi urban locations like small town and small cities. This can be attributed to the simple and regional content of the videos. 26% (2213) youth were from urban areas.

Type of Counselling & Medium

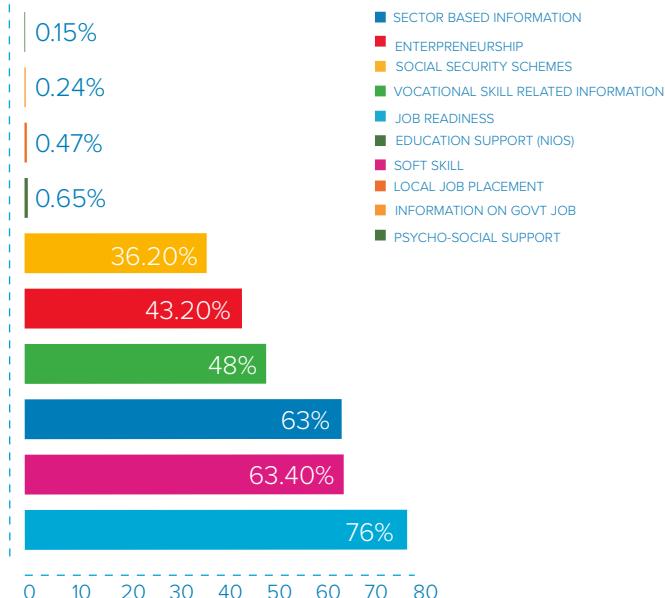


Figure 11. Type & medium of individual counselling

Of the 8446-youth provided with individual support, the graph and table are a representation of type of support & information provided to the youth across multiple areas most relevant for their career and job readiness. There are multiple overlaps in the information seeking by the youth based, most common ones being – job readiness, soft skills, and sector-based information. The breakup of medium of individual support is as below:

91% (7670) youth were provided individual support through tele-calling

8% (711) were reached out through SMS

1% (64) were provided face to face counselling support

“ I lost my job during the pandemic and was not sure what I would do. Later I saw Sach Honge Sapne videos and worked on my resume and started applying for jobs. The tele caller also helped me with information on local jobs in Nagpur. I have started receiving calls for interviews. Because of the episode and counselling I got confidence, I am sure I will definitely find one job. I loved the episodes on resume making and preparing for interview.

- VISHWADA, 23 YEARS, NAGPUR, MAHARASHTRA

Insights from the Data

Both male and female school students between grades 9 and 12 availed job readiness guidance the most. 2103 (21.99%) male students and 1800 female students (23.27%) said they require more guidance on job readiness covering topics like resume building, interview skills and careers during COVID-19.

While most male students enrolled in higher education (24.72%, 957) said they need guidance with reference to sector-based information, most female students (25.41%, 592) asked for job readiness guidance.

Both male (29.09%, 112) and female out of school youth (29.91%, 233) asked for job readiness guidance.

There is a similarity in need for guidance among female youth from both urban and rural India. Most women in rural areas (29.31%, 688) required guidance in job readiness, which was echoed by most women in urban areas (22.97%, 759).



Learning and Challenges

What we provide vs. What youth need: Our findings suggest that youth are looking for Job Readiness-related and soft-skills related guidance across different demographics. This information is crucial as it will inform future programs to focus more on building this muscle among youth while also bridging the information asymmetry.

Are we really not Job Ready: Traditionally marginalised young people like women from rural areas and out of school youth have an overarching feeling of not being job ready. This is not only indicative of where they need support, but also indicative of the need to encourage them and help them realise that their experiences and skills are enough to initiate their career choices. Fear of failure and many other factors that Sach Honge Sapne incorporated in its content will be immensely helpful for this.

All our youth have similar needs: Although there are differences among the aspirations of urban and rural youth, most youth across demographics indicated the need for similar kinds of guidance.

Early Interventions for Career Guidance: Data collected from students of grades 9 to 12 also suggests the need to begin career guidance earlier than it usually is for young people.

Need for Entrepreneurship-related guidance: 43% youth availed guidance related

to entrepreneurship. This is a positive indicator that young people in India are actively choosing to solve problems around them.

The Social Security Gap: Over the course of Sach Honge Sapne, 36.20% youth availed guidance to understand social benefits that they could avail, and many had only heard of such benefits for the first time through Sach Honge Sapne's video content. This brings out an urgent need to build more awareness around schemes and also the process of engagement around them for our youth.

Psycho-social support: Although a small number (13) and only girls who have sought psycho-social counselling to address family level challenges in pursuing their education and employment it is important to mention the use of digital tool like YouTube to provide a unique opportunity to develop scalable and accessible digital approaches to address social and emotional problems faced by youth and especially girls who might face greater disruption in their choices due to COVID-19.

Addressing the digital divide: On ground mobilization enabled greater outreach to the youth across the 6 states to overcome the digital divide; digital solution should be integrated in the larger solution package rather than being seen as an end all solution in itself. This can greatly ensure reaching the youth at the last mile.

“ I was not sure about why I should talk to Mohd Saffan (tele-caller). He was very polite, and I began to share my problems with him. I lost my father recently and could not continue my studies due to financial problems. I took up a job at a tea stall nearby but wanted to continue my studies to get a better job. Saffan helped me in understanding my fears and also gave tips to manage my time to study. He told me about open school (NIOS) through which I can continue to study. I will prepare for 10th exams through open school next year”.

- SHAKIB (NAME CHANGED TO PROTECT IDENTITY), 16 YEARS, GURGAON, HARYANA



Way forward

Drawing from the response to Sach Honge Sapne's videos and counselling data it is clear that India's youth are not only aspirational but also ready to seek support and guidance.

There is a need, especially among marginalised youth, to bring out more role models and provide greater psycho-social support. Youth, in the context of COVID 19 are realising the importance of soft skills and are aware of their fears.

This is a crucial time for organisations, governments, and multilaterals to co-create programs that cultivate leadership, entrepreneurship, and lifelong learning among youth.

“We are a 6-member family. My father and mother are coolie, they do daily work and earn. We are 4 daughters to aging parents. My parents struggled a lot to get two of my elder sisters married. Financially I wanted to help my family while I was studying. I was looking for some part time job or a business so we can have a better life. I was looking for a business idea and came across Sach Honeg Sapne on YouTube. I watched all the videos and also spoke to Counsellor Rekha 2-3 times. Because of the guidance I got from her I was finally able to decide on starting my own small grocery shop. Thank you Sach Honge Sapne to guide me to what suits my family and me”.

- GARIMA, 19 YEARS, GULBARGA, KARNATAKA

“ I am doing the last semester of my degree after that I wanted to do a job, but my family is not ready to send me far from my place to do a job. In Jaunpur I am not able to find a decent job of my choice. I was in a confusion regarding my options and career. I started looking for some career guidance, one of my friends sent Sach Honge Sapne link. I found the videos interesting and registered. After a few weeks I got a call from Saptadeepa my career guide we talked for more than half an hour. I understood what I need to do next. She helped me realize my strengths and encouraged me to talk to my parents about my dream to start my own computer shop. I spoke with my parents and they understood, I realized how supportive they are. I am glad I was able to talk to my parents, thanks to Sach Honge Sapne”.

- KARTHIK KUMAR, 22 YEARS, JAUNPUR, UP

Annexures 01 - Media Gallery

LIST OF VIDEOS

Sach Honge Sapne Hindi Video List

SI no.	Released on	Title of video	Link to the video	Theme	Expert & designation	Gender
00	12th August	Launch of Sach Honge Sapne	https://youtu.be/JWegdTiUSuU	Re-imagining Youth Employability in COVID-19	Amit Kumar - Head Inclusive Growth, UNDP, Aparna Bijapurkar - Principal, Boston Consulting Group, Nidhi Pundir - Director HCL Foundation, Mayura Balasubramanian- Founder, Craftizen Foundation, Madan Padaki - Co-founder HHH & GAME	
01	29th August	How to build and impressive CV	https://youtu.be/Khd2tlklCaY	Job readiness	Mohit Suri - Sales Growth Leader & Expert	Male
02	2nd September	How To Crack That Job Interview	https://youtu.be/mKU3WqXj5S8	Job readiness	Mohit Suri - Sales Growth Leader & Expert	Male
03	5th September	How to be job ready in COVID-19	https://youtu.be/mKU3WqXj5S8	Job readiness	Mohit Suri - Sales Growth Leader & Expert	Male
04	9th September	All About Employment Exchange	https://youtu.be/hn_0KHOSbI4	Job readiness	Vasundhra Dash - Employment Market Place Expert	Female
05	14th September	Things you can do to be more confident	https://youtu.be/Dy1nG4rEBZs	Soft skills	Shravan Shetty - Career Coach & Expert	Male
06	16th September	How to build your networks and improve Communication Skills	https://youtu.be/TTwMdo-8-sE	Soft skills	Shravan Shetty - Career Coach & Expert	Male

Sl no.	Released on	Title of video	Link to the video	Theme	Expert & designation	Gender
07	18th September	The power of emotional intelligence in COVID-19	https://youtu.be/joUzYdpRsM	Soft skills	Debleena Majumdar - Education Specialist & Counsellor	Female
08	21st September	Developing good online research skills	https://youtu.be/BIU8VwDZ7I0	Soft skills	Richa Gupta - Co-founder Labhya foundation	Female
09	22nd September	Careers in the Leather Sector	https://youtu.be/_2ta7aH5uws	Sector	Rajesh Rathnam - CEO Leather Sector Skill Council	Male
10	24th September	Careers in Automotive Sector	https://youtu.be/K4YcPRRbOsY	Sector	Arindam Lahiri - CEO Automotive Sector Skill Council	Male
11	26th September	Careers in Hospitality Sector	https://youtu.be/Dlt5-VcdZpl	Sector	Kanika Hasrat - General Manager, Taj Hotels	Female
12	29th September	Careers in the Telecom Sector	https://youtu.be/BNLg0UWekHM	Sector	Harjeet Kohli - Group Director, Strategy and Business Developme	Male
13	29th September	Careers in the Beauty and Wellness Sector	https://youtu.be/vsIVjfmRxNc	Sector	Monica Bahl - CEO, Beauty & Wellness Sector Skill Concil	Male
14	3rd October	Careers in Banking, Financial Services and Insurance Sector	https://youtu.be/tqUznWp_bws	Sector	Rajiv Bajaj - Chairman, Bajaj Capital Ltd	Male
15	5th October	Careers in IT & ITeS Sector	https://youtu.be/JGYfxEZmsp0	Sector	Puneet Jetli - Founder Happiest Minds Technologies	Male
16	7th October	Careers in Education	https://youtu.be/4t7nv2YWlLg	Sector	Vasvi Bharat Ram - Joint Vice Chairperson of The Sri Ram Schools	Female
17	9th October	Careers in Logistics Sector	https://youtu.be/vljepjFVexg	Sector	Aniket Bose - Head of Operations Accounts Fashinza	Male

Sl no.	Released on	Title of video	Link to the video	Theme	Expert & designation	Gender
18	12th October	Careers in Healthcare Sector	https://youtu.be/JEHt7mMinEs	Sector	Dr.Manish Gaur, Paediatrician - Founder & Managing Director of Pranaam Hospitals	Male
19	19th October	Careers in Retail Sector	https://youtu.be/8ImPFy8HJPM	Sector	B S Nagesh - Founder TRRAIN	Male
20	21st October	Opportunities in Textile and Garment Sector	https://youtu.be/BSIIATNM0HY	Sector	Susan Bhaktul- CEO Industree Foundation Priyanka Bapna - Founder Meemansa Deepa Chikarmane - Founder Pretinterpret Clothing	Male
21	4th November	Gig Economy Worker of the Future	https://youtu.be/MjCUUlbEXk	Zara Hatke	Roopa Narayan - Independent Consultant, Assessment Developmnet Partner at Tejasvita Trust	Female
22	7th November	Social Entrepreneurship	https://youtu.be/Jk5vkPIUjIM	Zara Hatke	Archana Sinha - Change Leader (Vice President) Ashoka	Female
23	12th November	Craft & Artisan	https://youtu.be/VYnhxp4IX3E	Zara Hatke	Mayura Balasubramanian - Founder Craftizen Foundation	Female
24	18th November	All about foodpreneurship	https://youtu.be/GCCb8vk2DvU	Zara Hatke	Sarabjeet Singh & Fasiullah Saifullah - Founders Slurp Studio	Male
25	20th November	All about Social Security Schemes for youth	https://youtu.be/VDkFlhC-y7Y	Youth Counseling & Guidance	Ritika Sharma - Senior Manager, Haqdarshak	Female
26	23rd November	Finding your purpose	https://youtu.be/nTOhyr45V48	Youth Counseling & Guidance	Piyush Tewari - Founder SaveLIFE Foundation	Male
27	28th November	Facing the fear offailure	https://youtu.be/KFkAq0r2CH8	Sector	Ajay Gupta - Life Coach & International Speaker	Male

Sl no.	Released on	Title of video	Link to the video	Theme	Expert & designation	Gender
28	1st December	Green Jobs	https://youtu.be/yNpC2zE8ZOA	Sector	Dr Shalini Sarin - Director Elektromobilitat, Board Member, Mentor & Advisor CHRO & Clean Energy	Female
29	7th December	Careers in Food & Beverage Sector	https://youtu.be/vH0a4DtadIE	Sector	Sanket Shrikant - Founder Wolume Up	Male
30	10th December	Careers in Agriculture	https://youtu.be/Ty6CmlynHb0	Sector	Nagulal Hadda - Manager Partnerships and Farmer Interface	Male
31	12th December	All about entrepreneurship & business plan	https://youtu.be/z_X620ww7dE	Entreprenuership	Madan Padaki - Founder HHH & GAME	Male
32	14th December	All about Startup Funding	https://youtu.be/r-FwY2MDjHQ	Entreprenuership	Ramesh Dharmaji - MSME Resource Partner, CGM (Retd) SIDBI	Male
33	14th December	Why Career Guidance and Counselling Are Important	https://youtu.be/tls_4cuMY8s	Youth Counseling & Guidance	Shravan Shetty - Career Coach & Expert	Male
34		Lifelong Learning	Closing session (Jan)	Youth Counseling & Guidance		

LIST OF VIDEOS

Sach Honge Sapne Kannada Video List

SI no.	Released on	Title of video	Link to the video	Expert & designation	Gender
01	14th October	How to make an impressive CV	Link to the Video	Shravan Shetty - Career Coach & Expert	Male
02	16th October	How to ace that job interview	https://youtu.be/BD9wHc_YNLM	Shravan Shetty - Career Coach & Expert	Male
03	19th October	Careers in the Retail Sector	https://youtu.be/QTDxbMZK0Cw	B S Nagesh - Founder TRRAIN	Male
04	20th October	Careers in General Manufacturing	https://youtu.be/8K1HWKxKVYI	V Sudarshan, Managing Director, Spectrum Tool Engineers Pvt. Ltd & Industry Association Member	Male
05	22nd October	Careers in Electronics Sector	https://youtu.be/Ordch4MRzhQ	G Raj Narayana, Founder and Chief Innovator & Managing Director Redel Electronic Pvt. Ltd & Industry Association Member	Male
06	24th October	Careers in IT & ITeS Sector	https://youtu.be/LkQ-uO2Bf0	Dattatri Salagame, Co-Founder and COO, DTES, Happiest Minds Technologies	Male
07	4th November	Careers in Banking, Financial Services & Insurance Sector	https://youtu.be/FLNKYwZyTPY	K Nagaraja, Ex- Canara Bank, Staff Training Center	Male

Sach Honge Sapne Telugu Video List

Sl no.	Released on	Title of video	Link to the video	Expert & designation	Gender
01	28th October	Careers in IT & ITeS Sector	https://youtu.be/uAGPpl_qyqA	Tirumalaraao Chamalla, Managing Director at Sikkulus Trading and Consultancy Services Pvt Ltd.	Male
02	30th October	Careers in Construction Sector	https://youtu.be/bHegB0z_NLg	K Bhikshapathi, Director General, National Academy of Construction	Male
03	2nd November	Careers in Retail Sector	https://youtu.be/4P5h2LdWk3k	BVM Rao, Head HR - Shopper Stop	Male
04	10th November	Careers in Pharmaceutical Sector	https://youtu.be/_uhCLBv7cA	Sankara V Krishna Prasad, Founder of Cito Healthcare Pvt Ltd	Male

Sach Honge Sapne Marathi Video List

Sl no.	Released on	Title of video	Link to the video	Expert & designation	Gender
01	19th October	Careers in Banking, Financial Services and Insurance Sector	https://youtu.be/4_d_xt7yHek	Atul Joshi , Vice President - HR & Admin at Mahindra & Mahindra Finance Services Ltd	Male
02	23rd October	Careers in Retail Sector	https://youtu.be/RX2Azz7YwLA	Binoli Patil, Head People Connect at Enrich Salons	Male
03	26th October	Careers in Automotive Sector	https://youtu.be/sGr7jxU4bLA	Shyam Zambre, DGM- L&D & Capability and buliding at Eicher Truck & Buses VE Commercial Vehicles Limited	Male
04	6th November	Careers in IT/ITeS Sector	https://youtu.be/oU_xnJQN2Qs	Prasad Khose, Founder - Crayomi - Nurturing Creative Problem Solvers	Male
05	9th November	Careers in Manufacturing Sector	https://youtu.be/7GTQhmGoTZ8	Mohan Patil, VP/Corporate & Head Manufacturing at Thermax Limited	Male

Annexures 02 - Media Gallery

Training of Tele-Counsellors – Training Plan

Session 1: 2 Hours

Break: 30 Minutes

Session 2: 2 Hours

Overall Objectives:

- PWBAT
- Verify, Assess, Connect, Guide
- Set Boundaries

Session 1

Objective: Participants will

- Understand the outcomes of Sach Honge Sapne
- Define the key outcomes of Tele-counselling under Sach Honge Sapne

Session 2

Objective: Participants will:

- Demonstrate the 7- 8-minute Sach Honge Sapne tele-counselling
- Evaluate youth's needs & provide information/guidance

Objective: Participants will

- Understand the outcomes of Sach Honge Sapne
- Define the key outcomes of Tele-counselling under Sach Honge Sapne
- Understand the process of the tele-counseling
- Demonstrate active listening

TIME: 2 HOURS

MATERIAL REQUIRED:

OPENING:

- Introduction:
 - Name & how have you been feeling lately
 - About Labhya Foundation & Facilitators
- **One Word at a time:**
 - I'm a youth and I'll ask you a question. Now, you 3 have to answer, but you can only speak one word at a time!
 - I will tell you the order in which to speak
 - Let's go! My question to you is. Ma'am, I am a final year B.A student and I'm interested in doing my masters, but I'm not sure which subject to choose. I want to earn money after masters. What is your advice to me?
 - Awesome! Well played.

IN M :

INTRO TO SACH HONGE SAPNE

- These are some challenges faced by our youth today, especially those who are marginalised. Can someone read them?
- What do you think they need to build and succeed in their careers during these times?
- Write on blank slide
- 5 Kinds of Resources Youth Need
 1. Psychological Resources (Knowing Why)
 2. Career Identity Resources (Knowing Why)
 3. Social Resources (Knowing Whom)
 4. Human Capital resources (Knowing How)
 5. Information (Knowing What)
- In context of Sach Honge Sapne
 1. Job Readiness (Knowing How)
 2. Soft Skills (Knowing whom + Knowing How)
 3. Counseling (Knowing Why)
 4. National sessions/ State sessions (Knowing What)
- What is the purpose of counseling?
 1. Marginalised Youth
 2. 10-minute calls
 3. Focus areas
- PPT - slide no. 10

6 step Process

1. Set Norms

- My name is Richa
- I will be your career guide today
- Based on the information you give to me; I hope I will be able to give you the appropriate information and guidance so that you can take an informed career decision.
- You can openly ask me any career-related questions and also if you have any career-related fears that you would like to discuss with me. Do not be afraid, I am here to help you.

2. Verify Name, Age, Place

- Knowing What - What do you want to make a career in? Any vague idea?
- Knowing How - What are your academic qualifications? Any skills?
- Knowing Whom - are you being mentored/guided by someone? Some senior or professor?
- Knowing Why - Where do you see yourself in the next 5 years?
- What are some things you think you're good at? Your strengths?

3. Assess: What is your question?

- Job Readiness
- Soft Skills
- Counselling
- Sector related information (National/State sector specific sessions)

4. Look at the digital snapshot and provide information/direct them to resources

5. General Advice

- Fear of Failure - You are such a great communicator; you will make an excellent _____. Try to meet as many professionals in your area of work as possible. Get someone in that profession to mentor you.
- Lifelong Learning - COVID19 is a difficult time, you need to explore more careers and options. Head to the NSDC website to know more about how you can upskill yourself
- Resilience - There are multiple opportunities in your sector of choice, as you may have seen in the video. You must develop <soft skills mentioned by experts> in the next few months. This clubbed with your <strengths mentioned by youth or observed by you> and your <support mentioned by youth> will help you reach your aim of becoming a <goal mentioned by youth>. You need to keep trying and believe in yourself.

Set norms
Verify, Ask
Assess,
Inform
Guide

You will now receive a text along with a form. Please fill it so we can contact you further as well and support you!

Send information via text message.

Guided Practice:

- Watch Video (only first few minutes):

<https://www.youtube.com/watch?v=d1JTwPsRBI4>

- What do you notice the guide doing? What is his reaction to the boy's information? (ask participants)

- He is nodding his head
- He is repeating the information
- He is paraphrasing
- He is politely asking questions
- Active listening is important
- It helps youth feel that they are being heard
- Makes them feel comfortable

- Let's do a small demo of active listening! Who will volunteer?

CLOSING

- Q&A
- Feedback

Session 2

OBJECTIVE

- Participants will demonstrate Career guidance counselling

FEEDBACK STRUCTURE

- Following the process or not
- Interaction
- Active listening
- Communication
- How well they are able to handle the questions

OPEN IN

One Minute Marathon

- All 4 participants

Quiz

- What is the age group of youth we are targeting in Sach Honge Sapne?
- What are the 5 resources that youth need to become self-directed career managers?
- How many categories of sessions are being held at SHS?
- List the topics of sessions that will be conducted under Sach Honge Sapne
- Individual sharing/recap
- Resources
- What is getting covered in Sach Honge Sapne
- Counselling
- Process of Counselling

INM

- Basis of feedback
 - Following the process or not
 - Interaction
 - Active listening
 - Communication
 - How well they are able to handle the questions
- Breakout Room
 - 2 people each
 - Demo
 - Feedback
- Large group
 - Demo
 - Feedback
- Q&A
- Important questions
- Feedback